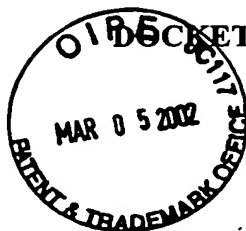


Executed Declaration of
Scott R. Swix

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PATENT



DECKET NO. BELL-0163/01330

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Scott R. Swix
Paul T. Watson
James H. Gray

Group Art Unit: Not Yet Assigned

Examiner: Not Yet Assigned

**For: SYSTEM AND METHOD FOR
INSERTING ADVERTISING CONTENT IN
BROADCAST PROGRAMMING**

DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name; and

I believe that I am an original, first and joint inventor of the subject matter which is claimed
and for which a

☒ Utility Patent ☐ Design Patent

is sought on the invention, whose title appears above, the specification of which:

- ☐ is attached hereto.
☒ was filed on December 26, 2001 as Serial No. 10/034,654.
☐ said application having been amended on _____.

I hereby state that I have reviewed and understand the contents of the above-identified
specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose to the U.S. Patent and Trademark Office all information
known to be material to the patentability of this application in accordance with 37 CFR §
1.56.

I hereby claim foreign priority benefits under 35 U.S.C. § 119(a-d) of any **foreign application(s)** for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of any application on which priority is claimed:

| Priority Claimed (If X'd) | Country | Serial Number | Date Filed |
|---------------------------|---------|---------------|------------|
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
| <input type="checkbox"/> | _____ | _____ | _____ |
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I hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose to the U.S. Patent and Trademark Office all information known to be material to patentability as defined in 37 CFR § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

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| _____ | _____ |

I hereby appoint the following persons as attorney(s) and/or agent(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

Marcus DelgadoReg. No. 38,122

of **BELLSOUTH INTELLECTUAL MANAGEMENT PROPERTY CORPORATION**,
1155 Peachtree Street, N.E., Suite 500, Atlanta, GA 30309; and


Steven J. RocciReg. No. 30,489John E. McGlynnReg. No. 42,863

of **WOODCOCK WASHBURN LLP**, One Liberty Place, 46th Floor, Philadelphia,
Pennsylvania 19103.

Address all telephone calls and correspondence to:

John E. McGlynn
WOODCOCK WASHBURN LLP
One Liberty Place - 46th Floor
Philadelphia PA 19103
Telephone No.: (215) 568-3100
Facsimile No.: (215) 568-3439

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

| | |
|---|---|
| Name: Scott R. Swix |  Signature Date of Signature: <u>Feb 20, 2002</u> Citizenship: <u>United States of America</u> |
| Mailing Address: 3775 River Hollow Run Duluth, Georgia 30096 | |
| City/State of Actual Residence: Duluth, Georgia | |

| | |
|---|--|
| Name: Paul T. Watson | |
| Mailing Address: 10375 State Bridge Road Alpharetta, Georgia 30022 | Signature _____ |
| City/State of Actual Residence: Alpharetta, Georgia | Date of Signature: _____ Citizenship: <u>United States of America</u> |

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| Name: James H. Gray | |
| Mailing Address: 4922 Four Oaks Court Atlanta, Georgia 30360 | Signature _____ |
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| Name: Paul T. Watson |  _____ Signature |
| Mailing Address: 10375 State Bridge Road Alpharetta, Georgia 30022 | Date of Signature: <u>2/13/02</u> |
| City/State of Actual Residence: Alpharetta, Georgia | Citizenship: <u>United States of America</u> |

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|---|---|
| Name: James H. Gray | _____ Signature |
| Mailing Address: 4922 Four Oaks Court Atlanta, Georgia 30360 | Date of Signature: _____ |
| City/State of Actual Residence: Atlanta, Georgia | Citizenship: <u>United States of America</u> |

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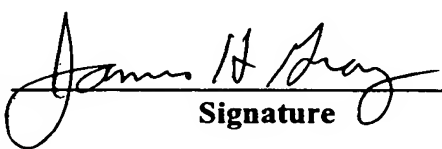
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